



INSTITUTE  
FOR THE  
COOPERATIVE  
DIGITAL  
ECONOMY

# “What if drivers owned the platform?”

A course on **cooperative ride-hailing**

# “What if drivers owned the platform?”



This course, which is part of the ICDE's *Learning From What Works* series, will cover **best practices** for starting and running a cooperative business in the ride-hailing industry.

# Meet the learning coaches



Erik Forman, Co-founder of Drivers.coop,  
Drivers Cooperative has onboarded 8,000 drivers  
in New York City



Greg Brodsky, Founder of Start.coop  
Start.coop is an accelerator that helps  
entrepreneurs build transformative, scalable,  
cooperatively-owned businesses

Saturday

**February 18**

# Agenda

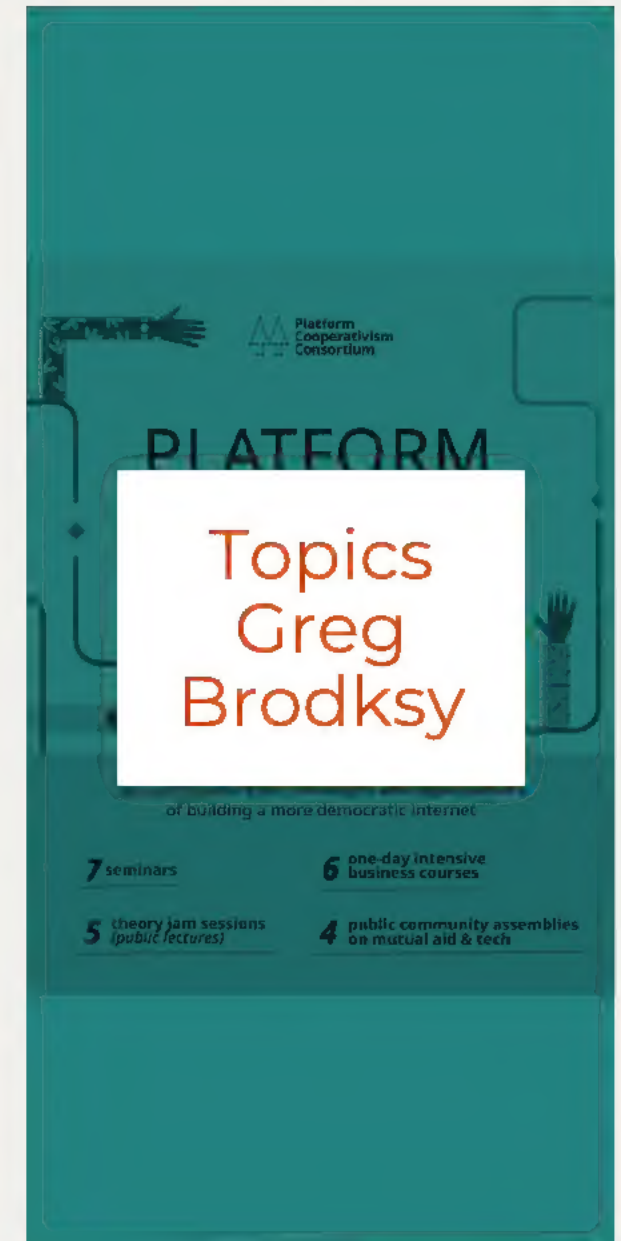
- 1 | 10:00 am - 12:00 pm: Erik Forman  
Brief welcome by Trebor Scholz, followed by structured presentation and plenty of time for questions
- 2 | 12:00 - 1:00 pm: Lunch Break
- 3 | 1:00 pm- 3:00 pm Greg Brodsky  
Brief welcome by Trebor Scholz, followed by structured presentation and plenty of time for questions

- Cooperative enterprise model
- Digital platform
- Fundraising tactics
- Marketing
- Public awareness
- Governance
- Revenue sharing
- Founding story





- Lean coop business planning - how to build without venture capital
- Tips & strategies for signing your first 100 members
- Overview of different funding options for cooperatives, including traditional loans, grants, crowdfunding, and member investments
- Strategies for accessing different types of funding, including how to create a compelling pitch and build relationships with potential funders
- Opportunities and challenges related to scaling cooperatives, including best practices and common pitfalls



**Why  
should the  
members  
of my  
co-op  
join this  
training?**

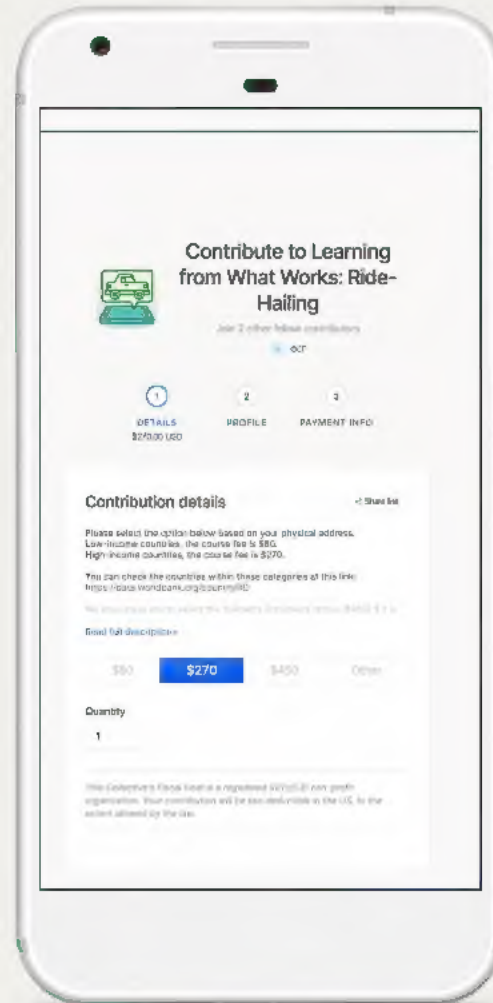




# Ready to register?

How do I know if the country where I live is a low-income country? If your country of residence is NOT listed below, you live in a low-income country.

According to the Worldbank, these countries are high-income countries: Andorra, Antigua and Barbuda, Australia, Austria, Bahamas, Bahrain, Barbados, Belgium, Bermuda, Brunei Darussalam, Canada, Cayman Islands, Channel Islands, Cyprus, Denmark, Faroe Islands, Finland, France, French Polynesia, Germany, Gibraltar, Greece, Greenland, Guam, Hong Kong (China), Iceland, Ireland, Isle of Man, Israel, Italy, Japan, Kuwait, Luxembourg, Macao (China), Malta, Netherlands, New Caledonia, New Zealand, Norway, Oman, Poland, Portugal, Puerto Rico, Qatar, San Marino, Saudi Arabia, Singapore, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, China, United Arab Emirates, United Kingdom, United States, US Virgin Islands, Wallis and Futuna.



Go to our site: [click here](#) to pay

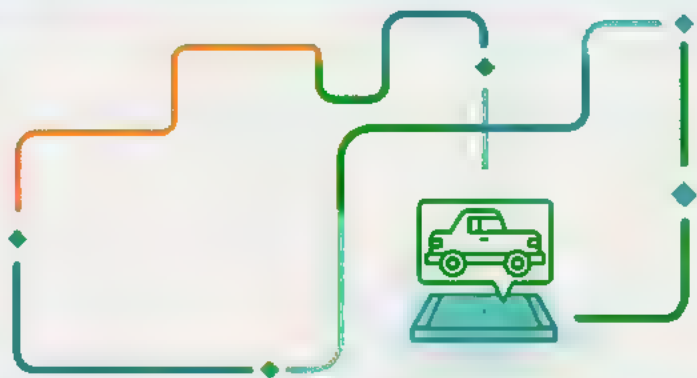
- **High-income country** US \$270
- **Low-income country** US \$80
- **Solidarity rate** US \$450 (The solidarity rate of \$450 is an additional fee that we are implementing in order to fund scholarships for individuals who are unable to afford the full cost of our courses. We have received numerous requests for scholarships and want to be able to provide this financial assistance to those in need. By paying the solidarity rate, you are showing your support and solidarity for this cause and helping us to create these scholarships.)

*The Learning from What Works Series*



The course is co-organized by the  
ICDE and **Start.coop**.





**Unlock the power of  
cooperative ride-hailing**



INSTITUTE  
FOR THE  
COOPERATIVE  
DIGITAL  
ECONOMY

**START**  
COOP

1

### Twitter/Mastodon

Learn from two of the best in the co-op sector! Join us for a one day course with @erikforman, co-founder of the successful platform worker coop @DriversCoop and @GregBrodsky, co founder of the incubator @startcoop. Sign up now! <https://platform.coop/events/earning-from-what-we-do>

2

### Twitter/Mastodon

Join us for a one-day strictly business-focused course with @\_erikforman, co-founder of the thriving platform worker co-op @TheDriversCoop and @GregBrodsky, co-founder of the incubator @startcoop. Sign up now! #ridehailing <https://platform.coop/events/earning-from-what-we-do>

3


### Instagram

Want to learn about cooperative ride-hailing? Join us for a one day course on February 18th with presentations from Erik Foreman (Drivers.coop) and Greg Brodsky (Start.coop). You'll learn best practices for starting and running a cooperative business in the ride-hailing industry, and get tips on funding and scaling. Available in English and Español with live translation. ~~Certificate course available.~~ #cooperative #ridehailing #platformcoops #pcc #startcoop

Tweet or toot





A close-up photograph of a person's hand holding a black smartphone. The screen shows a map application with a blue line indicating a route. The background is blurred, showing a person's head and shoulders in profile.

## sample email you can send to your co-op members

Hey ..., I just wanted to let you know about a really interesting course coming up on cooperative ride-hailing. It's being offered by the ICDE and Start.coop on February 18th and features presentations from Erik Forman, co-founder of Drivers.coop, and Greg Brodsky, founder of Start.coop. This one-day course will cover best practices for starting and running a cooperative business in the ride-hailing industry. You'll learn about the cooperative enterprise model, digital platform, fundraising tactics, marketing, governance, and revenue sharing, as well as the founding story of Drivers.coop. In the afternoon, Greg Brodsky will discuss lean coop business planning, tips and strategies for signing your first 100 members, and an overview of different funding options for cooperatives. He'll also talk about opportunities and challenges related to scaling cooperatives, including best practices and common pitfalls. This is a really unique opportunity to learn from experts in the field and take your business to the next level. The course is being offered in English and Español with live translation, and there's a certificate. Don't miss out on this chance to learn more about cooperative ride-hailing! best regards, ...

Register here: <https://platform.coop/events/learning-from-what-works-ride-hailing/>





## sample post for Facebook

Hey everyone, I just wanted to let you know about a really interesting course coming up on cooperative ride-hailing. It's being offered by the ICDE and Start.coop on February 18th and features presentations from Erik Foreman, co-founder of Drivers.coop, and Greg Brodsky, founder of Start.coop. This one-day course will cover best practices for starting and running a cooperative business in the ride-hailing industry. You'll learn about the cooperative enterprise model, digital platform, fundraising tactics, marketing, governance, and revenue sharing, as well as the founding story of Drivers.coop. In the afternoon, Greg Brodsky will discuss lean coop business planning, tips and strategies for signing your first 100 members, and an overview of different funding options for cooperatives. He'll also talk about opportunities and challenges related to scaling cooperatives, including best practices and common pitfalls. This is a really unique opportunity to learn from experts in the field and take your business to the next level. The course is being offered in English and Español with live translation, and it's a certificate course. Don't miss out on this chance to learn more about cooperative ride-hailing!

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